The Land Use, Construction & Housing Council of the Los Angeles Area Chamber of Commerce supports the adoption and implementation of planning policies that incorporate smart growth tools, drive economic growth, improve environmental sustainability and enhance the quality of life and connectedness of our region.

Support Los Angeles City planning updates
The City’s visioning documents are woefully outdated, creating a planning environment that is expensive, uncertain and subject to constant legal challenges. The general plan, community plans and zoning code are important tools that define, direct and plan the city’s landscape. Over the years, the City has taken a piecemeal approach without a visionary picture of the future landscape of L.A. The Chamber will play an active role in updating the general and community plans, as well re:code LA, to make sure these documents not only meet the challenges of population growth, diverse housing demands and changing technologies, but also that they create certainty for the development of our communities and our residents.

Support the Home for Good plan to end chronic and veteran homelessness
The Chamber and the United Way of Greater Los Angeles remain committed to the Home for Good plan to end chronic and veteran homelessness in L.A. The Chamber will continue to take part in the implementation of Measure HHH, the $1.2 billion bond for the construction of permanent supportive housing in the city of L.A. and the County’s Measure H one-fourth cent sales tax to fund the necessary supportive services. The Chamber will work with officials to ensure qualified, shovel-ready housing projects move forward expeditiously with approvals in any district. Additionally, the Chamber will continue working to ensure better coordination between all levels of government and monitor other regional initiatives to support housing and supportive services.

Support member projects and construction in the region
The Chamber will seek to highlight and advocate for various projects throughout the region that support economic development in Los Angeles and to ease the housing crisis.

Modernize the California Environmental Quality Act
The California Environmental Quality Act (CEQA) must be modernized to preserve the law’s original intent while preventing abuse for purposes unrelated to environmental protection. The Chamber supports substantive improvements and will continue to engage in a statewide coalition effort advocating for a “standards approach.” In addition, the Chamber will continue to support efforts at the local level to streamline the CEQA process, including support for adequate staffing within the City of L.A.’s Planning Department, ensuring CEQA documents are prepared in a timely manner by qualified experts, streamlining the appeals process and bringing local regulations into compliance with state guidelines.

2019 Land Use, Construction & Housing Council Leadership

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Advocate for increased housing production and support pro-growth policies

- Incentive-based affordable housing development: With the end of community redevelopment and in order to support and boost the economic growth of our region, it is crucial that L.A. is able to meet demands for affordable housing. The Chamber will advocate for an incentive-based approach and permanent sources of funding to increase the affordable housing stock in L.A., while balancing the need to not exponentially drive up the cost of production. This principle will guide our advocacy on various approaches being considered by the City, including the implementation of Measure JJJ and in-lieu fees.

- Increased housing at all levels: As demand continues to outpace supply, driving rents and housing prices sky high, the Chamber will push for policies that ease the way for the construction of housing at all levels - affordable, workforce and market rate.

- The Chamber will also advocate for the City of L.A. to continue their work and commitment in updating all planning documents, including community plans, to reflect pro-housing policies and develop more transit-oriented communities.

Increase opportunities for businesses to promote goods and services
Organizations should have the ability to freely advertise goods and services to grow their companies and boost our economy. It is critical that the City’s sign ordinance provides fair and comprehensive guidance to outdoor marketing companies and the businesses that rely on them for advertising space in prime locations and for business growth.